

WASHINGTON, D. C., SUNDAY, SEPTEMBER 15, 1918.

## FALL OPENING

### Footwear Fashions for Women

**G**ETTING in tune with the spirit of fall leads women to seek the new footwear fashions at Berberich's. This season's showing has been prepared with the idea of service as the paramount feature of our new fall boots.

Style lines follow the graceful models that have characterized military footwear.

Colored kidskin tops that harmonize with the colorings of kid and suede. Cuban and military heels hold their favor as never before, for they conform to our well-established long vamp lasts that make for complete comfort.

Boots and Pumps of gray, black or colored kidskin, for dress wear, with Louis XV heels, will be worn.

You are invited to view our fall fashion exhibit now.



### New and Beautiful Styles

The new La France styles are, as usual, the season's leaders. Economy and long, satisfactory wear are built into every pair of La France shoes. Washington women who know their value can scarcely express the important place that La France shoes hold in their wardrobe.

Utmost value and the last word in styles should interest the newcomer sufficiently to see our showing at once.

**\$6.00 to \$12.00 the pair**

Remember  
Your Pledge



## Berberich's

Washington's Largest and Most Progressive Shoe House  
Established 1868

**1116-22 7th Street  
813 Penna. Avenue**

